



National Influenza
Vaccine Summit

National Influenza Vaccine Summit (NIVS) 2011

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The United States National Influenza Vaccine Summit is...

Co-sponsored by the American Medical Association (AMA) and the US Centers for Disease Control (CDC)

A partnership of more than 130 organizational stakeholders, both private and public, in influenza vaccine research, production, distribution, administration, and advocacy

All committed to achieving the Healthy People 2020 goals for influenza vaccine

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The Summit is also...

An annual meeting

A concept

An informal, action-oriented organization

A tool for improving communications between stakeholders

A resource

Web site

An Educator

Members of the Summit include...

Vaccine Manufacturers

Vaccine Distributors

Federal Agencies

Professional Medical Organizations

Specialty

State

Nursing Organizations

Public Health

Hospitals

Members of the Summit include...

Pharmacists

Community Immunization Providers

Occupational Health Providers

Business/Employers

Private Health Insurance and Managed Care

Long-term Care

Quality Improvement Organizations

Consumers

Advocacy Groups

Summit Creates United Influenza Vaccination Goals

- The remarkable breadth of participants in the Summit provides a 360-degree view of all the moving parts associated with influenza immunization
- Summit provides continual opportunity for all partners to "get on the same page" with respect to influenza immunization in the United States.

The Summit Annual Meeting

Face-to-face meeting with all partners present provides a safe venue to raise issues/problems and discuss potential solutions honestly.

Provides a venue to share, learn and understand each others' perspectives and ideas

Generally a two-day meeting featuring four sessions directly related to the upcoming influenza season plus...

Manufacturers provide first estimates of vaccine production

CDC provides updates to influenza vaccine recommendations

Summit awards given at an Award Luncheon

Agenda

■ Session One

- Introduction - Drs. Koh and Gellin
- Summary of the Season - CDC
- Perspectives from Providers

■ Session Two

- The first European Influenza Summit
- Vaccine Effectiveness
- New vaccine technologies

■ Session Three

- Reaching Disparate Populations

■ Session Four

- Messaging and Communications

Introductory Presentations

- Drs. Koh and Gellin presented HHS activities - work to reduce racial/ethnic disparities and Walgreens collaboration, efforts by ACOG to vaccinate pregnant women, the National Vaccine Plan, and other HHS activities
- Overview of the Season - CDC
 - Overall coverage maintained
 - Coverage improved in children, pregnant women, healthcare workers
 - Multiple venues used for receiving flu vaccines
 - Challenges for 2011-2012 include maintaining progress, improving coverage in adults with high risk conditions, and health care workers

Provider Perspectives

- American Pharmacists Association reported increased vaccination efforts
 - Pharmacists in all 50 states now can administer influenza vaccine
- Vaccinations in pre-scheduled clinics, eg, as offered by community immunizers, declined
 - Acknowledgment of necessity for potential shift in business model
- Family physicians and obstetrician case study reports success in bundling influenza vaccinations with other pregnancy services, harnessing concept of cocooning.

Provider Perspectives - cont.

- CDC and CMS working to develop a measure for the National Quality Forum to assess health care professional influenza vaccination.
- Department of Defence reported 96% coverage of active duty personnel by March 2011.

Session Two

- European Union held its own European Influenza Summit on May 26, 2011 in Brussels, Belgium
 - Modelled after the US Summit
 - Initiated official collaboration between the two Summits to share ideas and strategies for protecting against influenza disease
- Vaccine Effectiveness Panel
 - Drs. Michael Osterholm, Arnold Monto, and Kethy Neuzil discussed evidence on influenza vaccine effectiveness, limitations of the data, and considerations for policy making
 - Dr. Osterholm presented information from his rigidly structured review suggesting reduced effectiveness
- Dr. Jackie Katz presented new vaccine technologies

Session - Reaching Disparate Populations

- Dr. Catherine Torres presented on varying impact of influenza on minority populations
 - Increased negative impact on Native Americans
 - Use of school located vaccinations to improve rate in Native Americans and Hispanic populations
- Dr. Gellin presented for Dr. Garth Graham on HHS efforts to reduce vaccination disparities in racial and ethnic disparities
 - Increased use of social media by minority health care providers
 - Creation and dissemination of culturally appropriate communications materials
 - Vaccination of college students; Pharmacy outreach

Session Three - Reaching Disparate Populations

- Kimberly Konkel from the Center for Faith-based and Neighborhood Partnerships summarized work done by CDC and Emory University to develop community level partnerships in 24 states
- Four Best Practices Presentations
 - African Americans and focus on providers, families, and the need to tailor communications to different segments of the African American population
 - Hispanics and the formative research done on community and media outreach and the need to utilize mothers to reach family members
 - Walgreens community outreach via trusted provider status
 - Indian Health Service focus in increasing access and media outreach

Session Four - Communications and Messaging

- ACIP and Healthy People 2020 updates
- CDC Communication strategy
 - Reinforce universal recommendation
 - Emphasize safety of vaccine
 - Address disparities
 - Vaccinate throughout the influenza season
- Points discussed
 - Need to have consistent message on lack of strain change in new vaccine and necessity to vaccinate next season - optimize protection
 - Need to have consistent message on vaccine effectiveness
 - Improve participation by other stakeholders
 - Summit reaching out to patient advocacy groups

Top Messages from the 2011 Summit

- Complementary providers and partners have increasing interest and role in influenza immunization
 - Includes pharmacy, community immunizers, occupational health immunizers, and obstetrical providers
 - Anytime, anywhere concept may be reducing some of market share for traditional appointment-based vaccination clinics
 - Anecdotally, large marketing campaigns by retail pharmacies appeared to have driven increased vaccination in physician offices
 - Involve more partners to further help communications among diverse provider types
 - Opportunity to bring together disparate providers to iron out differences of opinion

Top Messages from the 2011 Summit

- HHS will continue its seasonal influenza task force and work with partners to improve influenza vaccination uptake
 - Reduce coverage disparities
 - Work with pharmacy and other community immunizers
 - Promote vaccination for pregnant women and...
 - Healthcare personnel
- Vaccine manufacturers estimate production of between 166 and 173 million doses of vaccine
 - Shipping to start in July with most doses delivered by end of October

Top Messages from the 2011 Summit

- Vaccine effectiveness panel offered differences in interpreting vaccine effectiveness and the strength of the data
 - All agreed there is a large burden of disease and that the vaccine is safe
 - Consensus that a clear message about influenza vaccine effectiveness is needed to reduce confusion and improve protection against influenza
- Key communication messages from last season will continue with minimal changes
 - Continue to focus on tailoring message to specific target populations
 - Add information on the need for annual vaccination despite absence of strain change
 - Key messages on vaccine effectiveness

- **Summit Web site:**
<http://www.preventinfluenza.org>
- **Thank You for your kind attention!**
- **Any questions?**